

The logo for "5 A Day The Color Way" features a large, stylized number "5" in red and white, followed by the words "A Day" in a playful, rounded font. Below this, the phrase "THE COLOR WAY" is written in white capital letters on a red banner. The background is decorated with colorful, abstract shapes representing fruits and vegetables in green, yellow, and blue.

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Tips

Celebrate National 5 A Day Month

- For information, recipes, promotional activities and ideas visit these sites:

www.5aday.org

www.5aday.gov

www.fns.usda.gov/tn

http://schoolmeals.nal.usda.gov/Resource_Cafe/index.html

www.health.gov/dietaryguidelines/dga2005/document/default.htm

Each year during the month of September, Produce for Better Health Foundation, the Centers for Disease Control and other 5 A Day partners conduct a nationwide effort to promote eating a colorful variety of fruits and vegetables daily for better health.

Help your students increase the number of fruits and vegetables they eat by celebrating National 5 A Day Month. This year's theme is "Energize and Mobilize: Eat fruits, vegetables, and be active." Materials available include a press release and an environmental change checklist for schools.

The beginning of a new school year is the perfect time to feature fruits and vegetables on your menu and serving line and promote the *Eat Your Colors Every Day* message. For more information on *Eat*

Your Colors Every Day, see Volume 2 2005, *Understand and Use the Color Model* and Volume 3 2005, *Health Benefits of Eating your Colors* of this series and www.5aday.org.

2005 Dietary Guidelines for Americans Recommendations

Celebrating National 5 A Day Month is a great way to jump start implementation of the 2005 Dietary Guidelines for Americans (DGAs.)

Key recommendations of the DGAs to encourage fruit and vegetable consumption are:

- Eat 2 cups of fruit and 2½ cups of vegetables every day*. A serving is defined as ½ cup of fresh, canned, frozen or 100% juice, ¼ cup dried and 1 cup green leafy.

- Choose a colorful variety of fruits and vegetables each day.
- Choose fiber-rich fruits and vegetables often.

*Based on a 2,000 calorie diet. The daily calorie needs of students can range between 1,200 and 3,200 calories depending on their age, gender, and activity level. This means that the recommended number of daily fruit and vegetable servings ranges from 2½ cups to 6½ cups.



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